

# Pre-Listing Package



**Presented by...**



# Table of Contents

Thank You Letter	3
My Resume/Background	4
Testimonials	5
RE/MAX Right Choice	6-8
RE/MAX # 1 "Nobody In the World Sells More Real Estate Than RE/MAX"	9- 23
My Focus	24
What I Know	25
My Three Vital Listing Agent Responsibilities	26
My Role	27
Your Role	28
My Success Plan For Your Home	29-31
Syndication	32
Seller's Closing Costs	33
Field Card	34-36



Mr. and Mrs. Seller,

Thank you for the opportunity to meet with you about selling your home.

We take great pride in the work we do for those who put their trust in us, and our only goal is to create a win-win relationship that allows us to help you achieve your goals.

I've enclosed information about myself, RE/MAX Right Choice, RE/MAX, LLC, my success marketing plan, what you can expect from me, and what I expect from you.

Please take a few moments to read this packet prior to our meeting. This will allow us to spend the majority of our time together answering your questions and focusing on what I need to do to help you achieve your goals with the sale of your home.

I look forward to meeting with you.



# **My Resume/Background**



# Testimonials



**RE/MAX RIGHT CHOICE**

**#1 Firm In Connecticut In Transactions Per Agent**

**#1 Firm In New England In Transactions Per Agent**

**Celebrating Our 34<sup>th</sup> Year in Connecticut**

**Proud of Our Team**



# #1 Firm in Connecticut Transactions Per Agent

	Total Transactions Per Agent
<b>RE/MAX Right Choice</b>	<b>18.5</b>
Yellow Brick Real Estate LLC	13.8
Executive Real Estate Inc	12.5
Keller Williams Realty -Hartford	11.9
Agnelli Real Estate LLC	9.7
Coldwell Banker Corporate	9.2
Century 21 All Points Realty	8.9

	Total Transactions Per Agent
William Raveis Real Estate	8.8
eXp Realty	8.4
BHHS New England Properties	8.1
William Pitt Sotheby's Corp.	8.1
Keller Williams Realty - Stamford	7.3
Keller Williams Realty - Trumbull	7.2
Realty One Group Connect	6.2
Higgins Group Real Estate	5





# 2019

REAL TRENDS  
FIVE HUNDRED

RANK THE TOP 500  
FIRMS IN THE  
2019 REAL TRENDS 500  
BY SIDES PER AGENT, AND

**41**  
OF THE  
**TOP 50**  
ARE WITH  
**RE/MAX®**

*Productivity.  
That's the sign of a  
RE/MAX agent.*

\*Rankings calculated by RE/MAX based on 2019 REAL Trends 500 data, citing 2018 transaction sides for the 500 largest participating U.S. brokerages. Due to rounding, some sides-per-agent averages appear to produce ties. But all ties are broken at three decimal places.

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## TOP 50 OF THE TOP 500

WHEN RANKED BY MOST TRANSACTION SIDES PER AGENT

RANK	COMPANY	TRANSACTION SIDES PER AGENT	CITY	STATE
1	RE/MAX Leading Edge	39.4	Dearborn Heights	MI
2	RE/MAX 4000 Inc	31.0	Grand Junction	CO
3	RE/MAX Professionals	25.0	Springfield	IL
4	RE/MAX Preferred Associates	25.6	Toledo	OH
5	RE/MAX Crossroads Properties	25.4	Strongsville	OH
6	RE/MAX of Reading	24.7	Wyomissing	PA
7	RE/MAX of Grand Rapids	24.1	Grand Rapids	MI
8	RE/MAX Concepts	23.6	West Des Moines	IA
9	RE/MAX ONE	23.2	Bearmount	TX
10	RE/MAX Results	22.9	Eden Prairie	MN
11	RE/MAX Traders Unlimited	22.9	Pearis	IL
12	RE/MAX Connection	22.9	Morristown	NJ
13	RE/MAX Plus	22.7	Rochester	NY
14	RE/MAX Real Estate Professionals	22.3	Lansing	MI
15	RE/MAX Commonwealth	22.1	Richmond	VA
16	RE/MAX Preferred	21.3	Menona	WI
17	Comrey & Shepherd	21.2	Cincinnati	OH
18	RE/MAX Southern Homes	21.1	Birmingham	AL
19	RE/MAX Victory	20.7	Beaver Creek	OH
20	Hasson Company	20.6	Cleckleyne	OR
21	Brik Realty	20.6	Birmingham	AL
22	Group, Inc. Real Estate	20.4	Fort Collins	CO
23	RE/MAX The Woodlands & Spring	20.2	The Woodlands	TX
24	Keller Williams Winter Realty	20.1	Idaho Falls	ID
25	RE/MAX Realty Group	20.0	Rochester	NY
26	RE/MAX Results	20.0	Fort Wayne	IN
27	RE/MAX Boone Realty	19.9	Columbia	MO
28	RE/MAX Realty 100	19.9	Milwaukee	WI
29	RE/MAX Right Choice Real Estate	19.9	Trumbull	CT
30	RE/MAX Town & Country	19.7	Centon	GA
31	RE/MAX Center	19.6	Duluth	GA
32	RE/MAX 200 Realty	19.6	Winter Park	FL
33	RE/MAX Professionals	19.5	Glendale	AZ
34	RE/MAX Anchor Realty	19.4	Punta Gorda	FL
35	RE/MAX First	19.3	Clinton Township	MI
36	RE/MAX Classic	19.3	Farmington Hills	MI
37	RE/MAX Ability Plus	18.8	Carmel	IN
38	RE/MAX Experts	18.6	Germantown	TN
39	RE/MAX Real Estate Group	18.5	Colorado Springs	CO
40	RE/MAX Realtor Group	18.4	Palm Harbor	FL
41	RE/MAX Southern Shores	18.4	North Myrtle Beach	SC
42	RE/MAX Realty Affiliates	18.3	Gardnerville	NV
43	RE/MAX Integrity	18.3	Eugene	OR
44	F.C. Tucker Emerging Realtors	18.2	Evansville	IN
45	Keller Williams Premier Realty	18.2	Pearis	IL
46	RE/MAX United	18.1	Cary	NC
47	CENTURY 21 The Harrison Group	18.0	Myrtle Beach	SC
48	RE/MAX Preferred	18.0	Morristown	NJ
49	RE/MAX Alliance	18.0	Collinsville	IL
50	CENTURY 21 Schools	18.0	Carmel	IN



# RE/MAX® LLC

THE EXPERIENCE  
THE TOOLS  
THE KNOW-HOW

**#1 Real Estate Company in the World**

**#1 Real Estate Company in the United States in  
Transactions Per Agent every year since 1999**

**Most recognized real estate brand in the World**

**We are an industry leader in 118 countries**

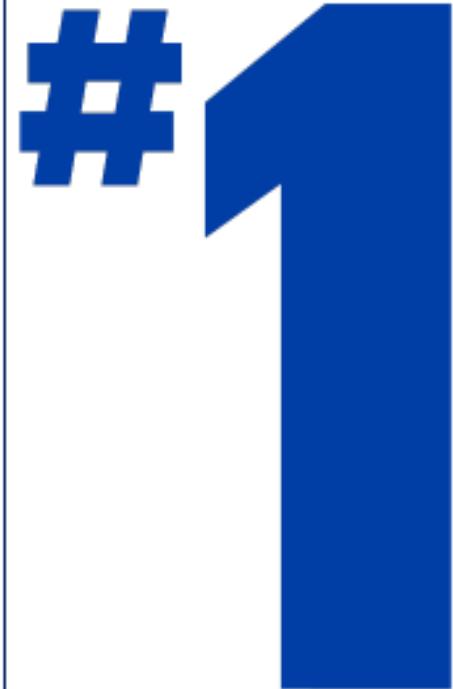


# DON'T WORRY, WE'VE DONE THIS A MILLION TIMES

That's the sign of a RE/MAX agent.<sup>®</sup>



[remax.com](http://remax.com)



NOBODY IN THE  
**WORLD**  
SELLS MORE  
REAL ESTATE THAN  
**RE/MAX®**

(As measured by residential transactions sides.)



**125,000+**  
**RE/MAX AGENTS**  
**TOTAL WORLDWIDE\***

\*AS OF FEBRUARY 15, 2019

2020

★ USA

# RE/MAX® VS THE INDUSTRY



Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>15.6</b>	<b>965,859</b>	<b>32.5%</b>	<b>110+</b>	<b>8,629</b>	<b>130,889</b>
	9.2	117,126	1.4%	37	2,300	35,400
	7.3	684,981	18.5%	43	3,100	96,300
	7.0	370,289	24.2%	84	11,600	131,800
	6.9	1,071,208	11.6%	44	1,060	169,317
	6.7	335,440	6.0%	7	1,500	50,091
	6.4	79,351	1.7%	5	390	13,000
	6.4	126,211	3.2%	70	1,000	23,300
	6.0	41,923	0.3%	8	500	8,000
	5.7	69,557	0.2%	2	280	12,203
	5.6	84,732	0.8%	1	300	15,000
	5.3	130,627	0.3%	4	4	24,557
	4.2	68,400	0.2%	1	190	18,000

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# 2020 THE REAL TRENDS FIVE HUNDRED

Among the country's largest real estate brokerages, RE/MAX® agents continue to outperform the competition in both transaction sides and sales volume.\*

## DOUBLE THE OTHERS

RE/MAX agents averaged more than twice as many transaction sides as competitors.



## HIGHER VOLUME BY FAR

RE/MAX agents averaged 72% more sales volume than the average for competitors.

**Productivity. That's the sign of a RE/MAX agent.**

# **RE/MAX is #1**

**“Nobody In The World Sells More Real Estate Than RE/MAX”**

- RE/MAX has been the most searched real estate brand on the internet for the last 5 years.
- As shown on the chart below, RE/MAX.com is the most visited real estate brand website. All of the advertising that RE/MAX does on TV, the radio, and in print drives buyers to RE/MAX.com.

remax.com: The site they see.

**OVER  
110 MILLION  
VISITS\***

**RE/MAX #1 Real Estate Franchisor Site<sup>™</sup>**

Coldwell Banker **50% FEWER VISITS\*\***

Century 21 **51% FEWER VISITS\*\***

Keller Williams **67% FEWER VISITS\*\***

Data from Jan-Dec 2018

\* Source: RE/MAX first-party data for full-year 2018.

\*\* Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category. ©2019 RE/MAX, LLC. All rights reserved. Each Office Independently Owned and Operated. 19\_301304





## RE/MAX IS REACHING CONSUMERS

Great Agents, Backed by Great Tools | The Groundbreaking 2019 Digital Ad Campaign

Just over 2 months in-market, the RE/MAX Campaign is driving consumers to you!

### AS SEEN ON...EVERYTHING

#### SOCIAL MEDIA

Video and multi-image carousel ads appear along with single-image display ads in Facebook news feeds.

#### DISPLAY ADVERTISING

Placing the RE/MAX message in front of the right people at the right time.

#### SEARCH ENGINE MARKETING

Serving ads to our target audience as they search Google and Bing for home search related information.

#### TV ADVERTISING

Ads on leading programs reaching our target audience (see next page).

### Key Results (Jan 22 thru Mar 22 - New England)

Consumer searches for an agent

**23,045**

Property searches on [remax.com](#)

**646,882**

Lead Engagements

Activities that generate leads and/or brand engagements: sign-in to an existing account, create a free account, ask an agent, mobile tap to call agent, etc.

**3,040**



**HOME OF THE TOP PRODUCER**

[remax.com](#)



# BRAND EXPOSURE - TV

RE/MAX maintains brand exposure by running our **Tools of a RE/MAX agent** commercials on channels that connect with consumers with a likelihood to purchase or sell a home.



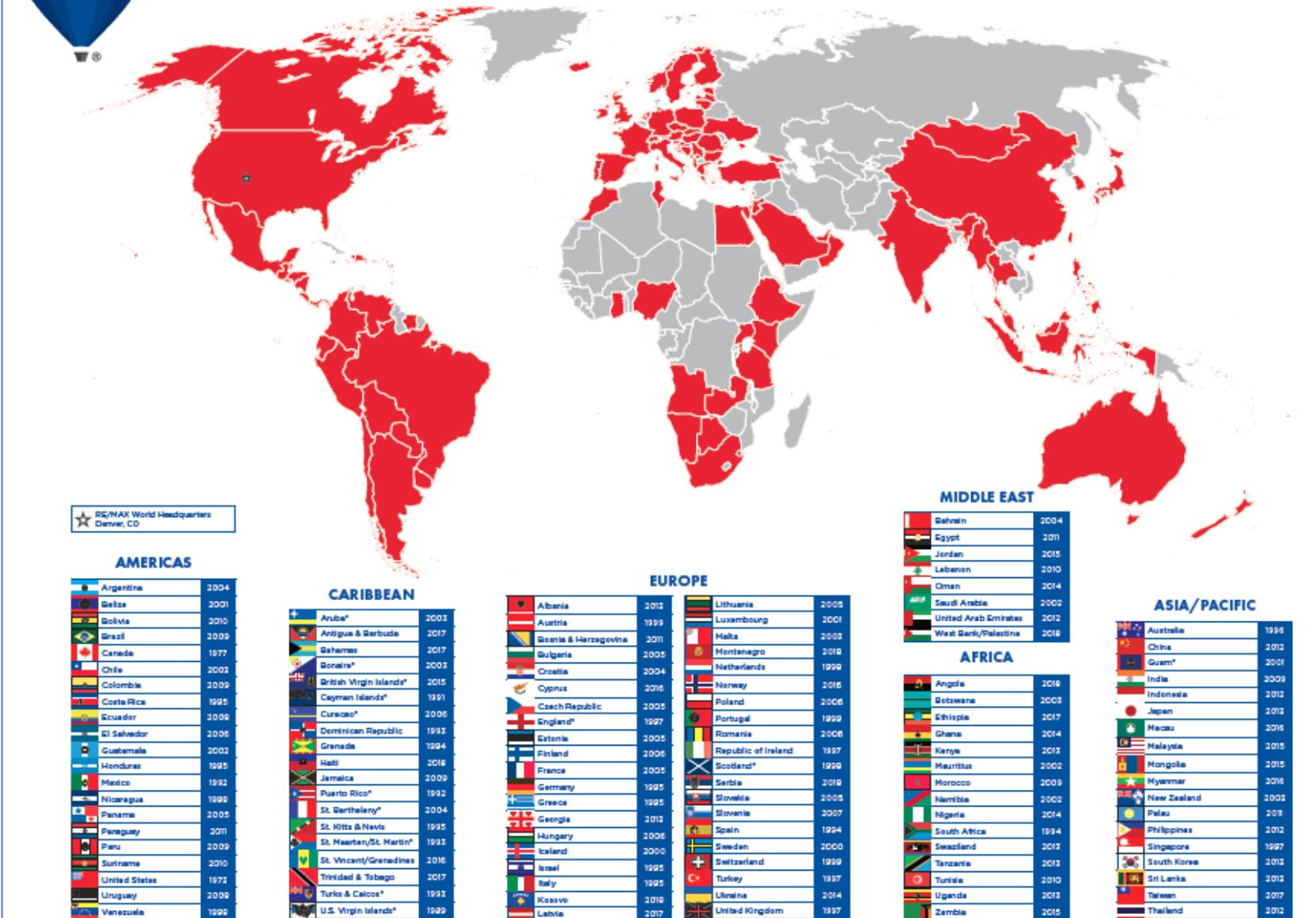
HOME OF THE TOP PRODUCER  
[remax.com](http://remax.com)





# RE/MAX AROUND THE WORLD

Q4 | 2018





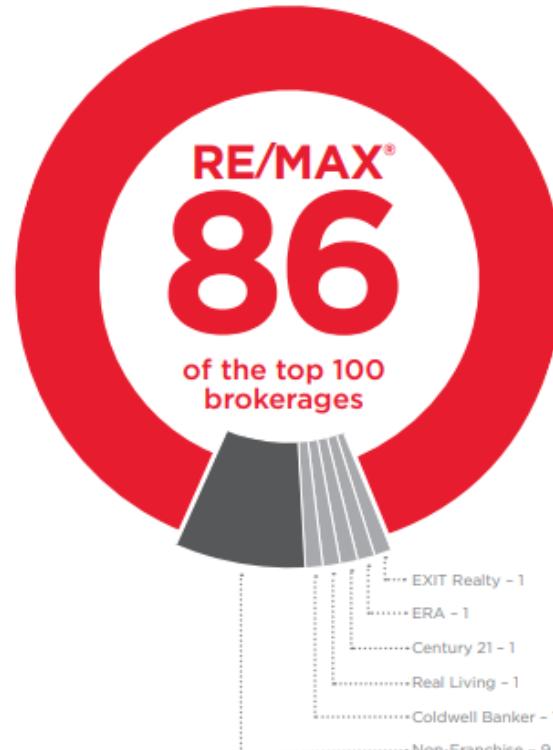
## TOP 100 BROKERAGES

WHEN RANKED BY MOST TRANSACTION SIDES PER AGENT

### DOMINANT PRODUCTIVITY

Rank 1,711 of the largest brokerages by sides per agent, and what do you find? That the most productive agents are with RE/MAX.\*

Out of the top 100 brokerages ranked this way, 86 are RE/MAX firms. Their agents averaged 30 home sales in 2019.



Productivity. That's the sign of a RE/MAX agent.

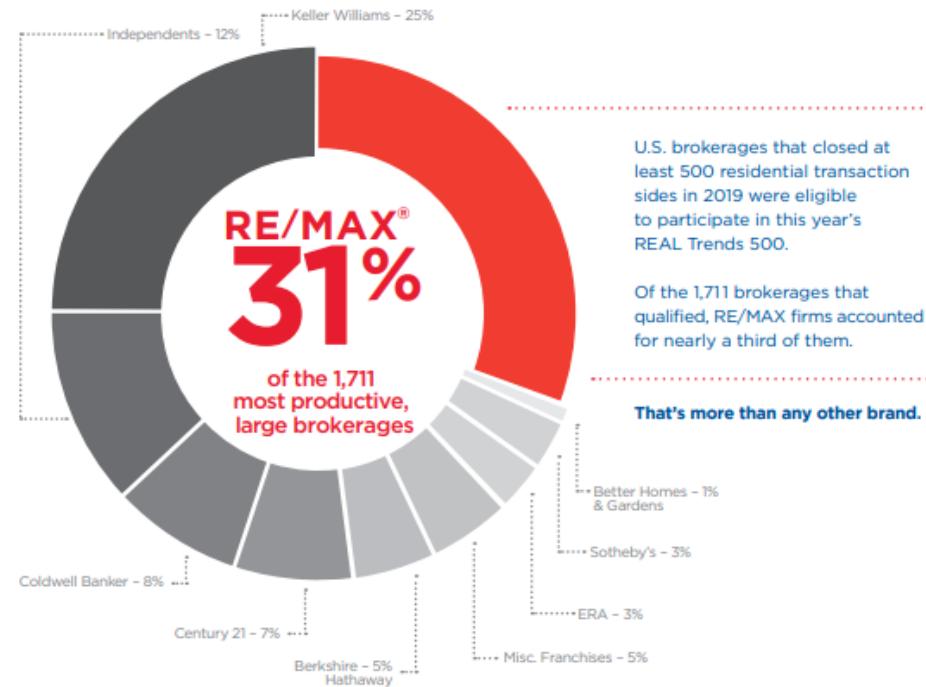
Based on 2020 REAL Trends 500 data, citing 2019 transaction sides for the 1,711 largest participating U.S. brokerages (ranked by transaction sides).  
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# 2020 REAL TRENDS

THE FIVE HUNDRED

## THE MOST PRODUCTIVE U.S. BROKERAGES RANKED BY BRAND



Productivity. That's the sign of a RE/MAX agent.



# RE/MAX Commercial

We currently have 3,400 RE/MAX Commercial Practitioners who completed over 36,500 transactions, representing \$14.6B in commercial sales and lease volume, in 2018. We currently have 665 Commercial offices and divisions in 110 countries that have commercial representation.





## RE/MAX Associates Give Back

RE/MAX agents and staff have donated over \$150 million to the Children's Miracle Network Hospitals. We are the world leader in donations coming directly from agents and staff. By making a donation with each transaction, RE/MAX agents become a Miracle Agent and when all agents in an office make such a donation, the office is known as a Miracle Office.

When an agent or staff member makes a donation, it goes directly to the local Children's Miracle Hospital. In CT, our local hospital is in Hartford.





## A Pledge on Your Behalf



**Children's  
Miracle Network  
Hospitals®**

### **Giving Back**

I, along with RE/MAX International, support the Children's Miracle Network. This charity provides funding for children's hospitals throughout the United States. It has made important strides in improving the lives of sick children.

I will donate \$ \_\_\_\_\_ of the commission from the sale of your home to the Children's Miracle Network on your behalf. Your home will be a "Miracle Home" with a Miracle sign rider.

Agent Signature \_\_\_\_\_



## My Focus

To understand your specific needs and wants in order to create a success plan that has the greatest chance of achieving your home sales goal.

No two homes are the same and market conditions change very quickly. My objective is to customize our marketing to your specific situation and needs.



# What I Know

1. It's unacceptable to leave your money on the table
2. Homes sell for two reasons: Price and Exposure
3. The pricing game is all about justification.. Buyer's, Buyer's Agent's, Appraisers
4. Pricing is neighborhood/area specific
5. Pricing and Value can change instantly based on daily market activity. Ex. Closed sales, new listings, price adjustments, etc.



## My Role

### **What you can expect from me as your listing consultant**

1. Stay focused on satisfying your needs.
2. Provide continuous comprehensive marketing and recommend the best pricing strategy.
3. Communicate openly and frequently.
4. Respect your time, needs, and finances.
5. Represent your best interests in any and all negotiations.
6. Help prepare your home for effective staging and showing.
7. Withhold any confidential information that will affect the sale of your home.
8. Treat all parties honestly.
9. Always ensure we keep a win-win relationship.
10. Put your interests above all others, including my own.
11. Market and promote your home in a professional manner. (Review plan)
12. Proactively solicit multiple offers.
13. Respond to and resolve all issues quickly and timely.
14. Follow up with other agents who show your home.
15. Provide post-closing information and consulting services and assist you with all future real estate needs.



# My Three Vital Listing Agent Responsibilities

1. Marketing and Exposure
2. Lead Generation...Finding the buyer
3. Lead Conversion...Closing the buyer



## Your Role

1. Keep home available, presentable, neat, and smelling nice at all times.
2. Follow the agreed upon staging plan. Once you have chosen me as your selling consultant, we will go back through the home and prepare it for showing.
3. Complete all repairs as agreed.
4. Keep the lawn and exterior of the property ready for showings.
5. Keep valuables and prescriptions in a safe place.
6. Leave home for all showings.
7. Don't discuss terms with buyers or their agent without me present.
8. Don't call other agents for feedback.
9. Fill out the Seller's disclosure forms as accurately as you can.
10. Keep all marketing information displayed and inform me if it is running low.
11. Market your home to friends and acquaintances.
12. Inform me if you will be out of town for more than a day or two.
13. Notify me immediately if your needs or expectations change.
14. Be brutally honest with me if you feel I am not meeting your expectations.

## ***Success Marketing Plan***

### **My Focus**

Understand your specific needs and wants in order to create a success plan that has the greatest chance of achieving your home sales goal. No two homes are the same and market conditions change very quickly so our objective is to customize our marketing to your specific situation and needs.

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3. The pricing game is all about justification ...Buyer's, Buyer's Agent's, Appraisers
4. Pricing is neighborhood/area specific
5. Pricing and Value can change instantly based on daily market activity ....closed sales, new competitive homes and market condition shift

## **My Role**

### **What you can expect from me as your listing consultant**

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### **My Three Vital Listing Agent Responsibilities**

1. Marketing and Exposure
2. Lead Generation ....Finding the buyer
3. Lead Conversion ....Closing the buyer

## Success Marketing Plan

Information technology is changing daily. These changes have a significant impact on the marketing of today's real estate. According to data recently released by [Realtor.com](#), 95% of all buyers use the Internet to search for their new home. These buyers are 9 times more likely to find their home on the Internet than in newspapers, and 34 times more likely to find a home on the Internet they will consider buying as opposed to spotting it in real estate magazines. That is why we feel it is important to place a heavy emphasis on the Internet when marketing and exposing your home to as many potential buyers as possible.

1. **Place in MLS:** Prepare and submit your listing to SmartMLS which represents over 18,000 real estate professionals and covers all eight Connecticut counties, making it among the top twenty largest MLSs in the country. Though the third smallest state, Connecticut has the highest per capita income in the United States and boasts a massive \$13B in real estate transactions annually.
2. **Syndication:** Once your home is listed on SmartMLS it will be syndicated to close to 100 websites including [remax.com](#), [global.remax.com](#), [Zillow.com](#), [realtor.com](#), [trulia.com](#), [google.com](#), and [yahoo.com](#).
3. **Globalremax.com:** The power of global advertising connects your home to an ever-increasing number of national and international buyers. The "*No One in the World Sells More Real Estate than RE/MAX*" message is seen and heard on network and cable television campaigns, network radio stations, and seen in major consumer print campaigns in publications such as Newsweek, U.S. News & World Report, Money Magazine, and Unique Homes as well as major national newspapers such as USA Today and The Wall Street Journal. All RE/MAX advertising direct buyers to [REMAX.com](#).
4. **Professional Photographer:** I use a professional photographer in order to show your home at its best. Each photo will be enhanced, thereby presenting your home in its best light.

## Success Marketing Plan (cont'd)

5. **Video of Your Home:** One major recent change in the way homes are marketed on the Internet is to include a video of the home within the listing (this is not a Virtual Tour which is simply still pictures in a slide show format). Videos are a significant tool for two reasons:

- Buyers love videos! Per [Realtor.com](#)®, a listing with an attached video is 50 times more likely to be viewed than a listing without a video.
- Websites with videos receive a significantly higher ranking on major search engines such as Google and Yahoo.

6. **Single Property Website** (with the ability to share on Facebook and Twitter) that is specific to your property.

7. **Color Home Fliers** for potential buyers and their real estate agents.

8. **Social Media Posts** (with the ability to share on Facebook and Twitter).

9. **Facebook ADs** as this is a powerful advertising medium.

10. **Jumbo Postcard** for snail mail marketing.

11. **ePostcard** for online marketing.

12. **Virtual Tour.**

13. **Home Book** for display at the property. It will include photos, home information, disclosures, and additional information for the prospective buyer.

## Success Marketing Plan (cont'd)

14. **Signage** - We will maximize the showing potential of your home using professional signage. The National Association of Realtors reports that the sign is one of the top five ways buyers located their home.

15. **Drone Photography**.

16. **3D Tours**.

17. **Virtual Staging**.

18. **Staging**: We will suggest constructive staging changes for the property in order to ensure your home shows well. This will help your home yield the highest price the market will allow from interested buyers.

19. **Electronic Lock Box**: Arrange for and coordinate showings using a high-security electronic lockbox on the property to easily facilitate showings. A record of users is available instantaneously, so we always know who has visited your home.

20. **Host Brokers Open House**: We will provide lunch to introduce your home to the brokerage community by distributing marketing materials and obtaining feedback from the attending REALTORS®. This extra service provides us ample time to review the features of your home and its benefits.

21. **Public Open House**: Schedule an open house for the public (if we agree it is appropriate). These are usually held on Sundays from 1:00 to 3:00.

## Success Marketing Plan (cont'd)

22. **Text Marketing:** We will attach a rider to the real estate sign in your yard which signals to anyone interested in learning more about the property to use their cell phone to request information via text message.
23. **Paid Lead Sources.**
24. **Office Notification:** We will promote your property to our agents and staff within 24 hours of it being listed on SmartMLS.
25. **Seek Potential Buyers:** We will contact our buyer leads, spheres of influence, and past clients to look for potential buyers for your home.
26. **Send Flyer to Neighbors:** We will send a “New Listing” flyer to residents in your immediate neighborhood promoting the features and lifestyle benefits of the home.
27. **Door Knock:** 30 closest neighbors.
28. **Call** 50 neighbors.
29. **Notify** area's top agents.
30. **Communication:** Follow up on showings and advise you of results and comments.
31. **Seller's Weekly Progress Report:** Sold properties, competition in the market, absorption rate, showings, feedback from showings will be sent to you periodically.

# Syndication

AdWerx	IdealEstate	Property Path
ApartmentList	HousesForSale	Property Shark
Assist2Se+A1:A73II	International Property	Property Simple
Back At You Media	Network	Propstream by
Breakthroughbroker	Juwai	Equimine
century21.com	Kahping	RE/MAX
Digiprooz	KE.com	RE/MAX.com Metrics
DreamHomeList	Keyboom	RealQuest Express
Equator	LakeHomesUSA	RealtyExecutives.com
FindAPlace4Me by	Land On Earth	RealtyStore
Paradym	LearnMoreNow.com/f	RealtyTrac
Flipcomo	indhomes	Redius
Foreclosure.com	Listingvideos by	Rent.com
Foyer	Vscreen	Rentberry
Harmon Homes	LofNetwork.com	RentHop
Home2 me by	LuxaryRealEstate.com	RentRange
TourFactory	Mashvisor	Search ALL Properties
HomeBidz	MassLive.com	by L2L
HomeFinder.com	MobileHome.net	The Land Network
HomeJob	MyRentToOwn.com	The Real Estate Book
HomePriceTrends	nest.me	TotalExpert
Homes& Land	NestHawk	Tri-State Area
Homes.com	Nestigator	Trulia
HomeSpotter	NestReady	USHUD.com
HomeSteps	New Home Source	VisualShows
HomeValueStore	Nobbas	WikiReally
HomeWinks	ParkBench	Ylopo
Hommoli	PNC	Zillow
HouseHunt.com	Point2 Homes	Zonda



# Seller's Closing Costs



At the closing you, the Seller, will have a number of closing costs. In most circumstances these costs will be deducted by your attorney from the proceeds of the sale of your home. Below is a list of the most common closing costs in Connecticut.

Prior to the closing your attorney is required to provide you with a list of all closing costs. If he or she does not, ask for it.

<b>State Real Estate Conveyance Tax</b> <ul style="list-style-type: none"><li>• Houses selling for \$800,000 or less:<ul style="list-style-type: none"><li>◦ 0.75% of the sales price</li></ul></li><li>• Houses selling for over \$800,000:<ul style="list-style-type: none"><li>◦ \$6,000 plus 1.25% of the sales price over \$800,000</li></ul></li></ul>
<b>Municipal Real Estate Conveyance Tax</b> <ul style="list-style-type: none"><li>• 0.25% of the sales price in all Municipalities except those listed below.</li><li>• 0.50% of the sales price in the following Municipalities:<ul style="list-style-type: none"><li>◦ Bloomfield, Bridgeport, Bristol, East Hartford, Groton, Hamden, Hartford, Meriden, Middletown, New Britain, New Haven, New London, Norwalk, Norwich, Southington, Stamford, Waterbury and Windham</li></ul></li></ul>
<b>Attorney Fees</b>
<b>Brokerage Fee</b>
<b>Municipal Recording Fees</b>
<b>Home Warranty Plan Fee</b> <ul style="list-style-type: none"><li>• The cost of your Home Warranty Plan if you have elected this option</li></ul>

# Concluding Thoughts

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*You don't have to be great to start,  
but you have to start to be great.*

**Joe Sabah**

SUCCESS IS A JOURNEY,  
NOT A DESTINATION

